

ABSTRACT OF THE DISCLOSURE

BROKERING AND FACILITATING CONSUMER PROJECTS IN AN ELECTRONIC
COMMERCE SYSTEM

5 A method, system and program for brokering and facilitating
consumer projects in an electronic system are provided. A buyer
submits a project request to a broker system. The broker system
distributes the project request to multiple prospective
manufacturers from among a catalog of manufacturers.

10 Manufacturers submit bids and other indicators of the feasibility
of manufacturing the project. The broker system facilitates
obtaining a manufacturer who can feasibly manufacture the
project request. The buyer selects a preferred manufacturer from
among those obtained by the broker server, such that a buyer's
15 project request is brokered to multiple manufacturers and a
preferred manufacturer is then procured to produce the project.

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